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Substitute for form 1449/PTO  <h2 style="text-align: center;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2> <p style="text-align: center;"><i>(Use as many sheets as necessary)</i></p>				<b>Complete if Known</b> Application Number    10/800,887-Conf. #1929 Filing Date             March 15, 2004 First Named Inventor    Lester K. Chu Art Unit                  3696 Examiner Name         J. A. Anderson Attorney Docket Number    66703-0016	
Sheet	1	of	2		

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Examiner Signature	/John Anderson/	Date Considered	12/17/2009
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\* EXAMINER: Initial if reference consideration whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. \* CITE NO.: Those application(s) which are marked with a single asterisk (\*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(ii)) because that application was filed after Jan. 30, 2003 or is available in the IFW. Applicant's unique citation designation number (optional). \* Kind of document of USPTO Patent Documents filed at [www.uspto.gov](http://www.uspto.gov) or PGP# 901.04. \* Enter Office that issued the application. \* Applicant's name. \* Indicate the country of origin of the applicant. \* Indicate the country of origin of the inventor. \* Indicate the country of origin of the prior art. \* Indicate the serial number of the patent document. \* Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. It is possible. \* Applicant is to place a check mark here if English language Translation is attached.

**IDS (Citation) by Applicant (6 References)**

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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
/J.A./	CA	Bob Tedeschi, To attract more advertising from small businesses, search engines contemplate replacing a click with a ring. The New York Times, June 7, 2004.	
/J.A./	CB	Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (30 pages)	
/J.A./	CC	Response to Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (7 pages)	

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